

### **LISTING OF CLAIMS**

For the ease of examination, this listing of claims is provided will replace all prior versions, and listings, of claims in the application:

#### **Claims:**

1.-78. (Canceled)

79. (New)      A handheld remote control device that interacts with broadcast content, comprising:

a channel control transmitter operative to transmit a channel control signal to tune a broadcast receiver to a station channel upon which the broadcast content is presented, the broadcast content being broadcast by one or more broadcast networks;

an interactive receiver that receives a query from a client transmitter through a network separate from the one or more broadcast networks, wherein the query concerns a question about a selected portion of the broadcast content;

an output device that presents the received query to a recipient of the broadcast content;

an interactive transmitter that transmits a response to the query to a client receiver that processes the response through the network separate from the one or more broadcast networks,

wherein the one or more broadcast networks are at least one of a television network, cable television network, satellite television network, radio network, and satellite radio network.

80. (New) The handheld remote control device according to Claim 79, wherein the output device presents the query based on timing information that indicates a broadcast time of the broadcast content.

81. (New) The handheld remote control device according to Claim 79, wherein the query is based on demographics of the recipient.

82. (New) The handheld remote control device according to Claim 79, wherein the channel control transmitter automatically transmits the channel control signal in response to a synchronization signal indicating the station channel upon which the broadcast content.

83. (New) The handheld remote control device according to Claim 79, wherein the broadcast content comprises an advertisement, and the selected portion of the broadcast content comprises a selected portion of the advertisement.

84. (New) The handheld remote control device according to Claim 79, wherein the broadcast content comprises a plurality of advertisements, and the selected portion of the broadcast content comprises a selected portion of at least one of the advertisements.

85. (New) The handheld remote control device according to Claim 79, further comprising:

a microphone that receives the recipient's voice from the recipient and communicates the recipient's voice to the interactive transmitter, wherein the interactive transmitter transmits the recipient voice to the client receiver for communication to the client computer; and

a speaker,

wherein the interactive receiver receives a transmitted sender's voice from the client computer and communicates the sender's voice via the speaker.

86. (New) The handheld remote control device according to Claim 79, wherein the output device comprises a display.

87. (New) The handheld remote control device according to Claim 79, wherein the input device comprises a response keypad.

88. (New) The handheld remote control device according to Claim 79, wherein a client computer communicates the query to the client transmitter and receives the response from the client receiver.

89. (New) A handheld remote control device that interacts with broadcast content and also controls operation of one or more devices that receive signals broadcast by one or more broadcast networks, comprising:

a receiver that receives a query from a client transmitter through a network separate from the one or more broadcast networks, wherein the query concerns a question about a selected portion of the broadcast content;

a display that presents the received query to a recipient of the broadcast content;  
a keypad operative by the recipient to input a response to the query into the query-response device; and  
a transmitter that transmits a response to the query to a client receiver that processes the response through the network separate from the one or more broadcast networks,  
wherein the one or more broadcast networks are at least one of a television network, cable television network, satellite television network, radio network, and satellite radio network.

90. (New) The handheld remote control device according to Claim 89, wherein the display presents the query based on timing information that indicates a broadcast time of the broadcast content.

91. (New) The handheld remote control device according to Claim 89, wherein the query is based on demographics of the recipient.

92. (New) The handheld remote control device according to Claim 89, wherein the broadcast content comprises an advertisement, and the selected portion of the broadcast content comprises a selected portion of the advertisement.

93. (New) The handheld remote control device according to Claim 89, wherein the broadcast content comprises a plurality of advertisements, and the selected portion of the broadcast content comprises a selected portion of at least one of the advertisements.

94. (New) The handheld remote control device according to Claim 89, wherein a client computer communicates the query to the client transmitter and receives the response from the client receiver.

95. (New) The handheld remote control device according to Claim 89, further comprising:

a channel control transmitter operative to transmit a channel control signal to tune a broadcast receiver to a station channel upon which the broadcast content is presented.

96. (New) The handheld remote control device according to Claim 95, wherein the channel control transmitter automatically transmits the channel control signal in response to a synchronization signal indicating the station channel upon which the broadcast content will be presented.

97. (New) A handheld remote control device for interacting with broadcast content, comprising:

a channel control transmitter operative to transmit a channel control signal to tune a broadcast receiver to a station channel upon which the broadcast content is presented, the broadcast content being broadcast by one or more broadcast networks and comprises a primary query comprising a question about a selected portion of the broadcast content;

an input device operable by a recipient of the broadcast content to input a response to the primary query; and

an interactive transmitter that transmits the input response to a client receiver for processing through a network separate from the one or more broadcast networks,

wherein the one or more broadcast networks are at least one of a television network, cable television network, satellite television network, radio network, and satellite radio network.

98. (New) The handheld remote control device according to Claim 97, wherein the input device comprises a response keypad.

99. (New) The handheld remote control device according to Claim 97 further comprising:

an interactive receiver that receives a supplemental query from a client computer, wherein the supplemental query concerns a question about a selected portion of the advertising content; and

an output device that presents the supplemental query to the recipient.

100. (New) The handheld remote control device according to Claim 99, wherein the output device comprises a display.

101. (New) The handheld remote control device according to Claim 99, wherein the supplemental query comprises the primary query.

102. (New) The handheld remote control device according to Claim 99, wherein the output device comprises a display that presents the supplemental query based on timing information that indicates a broadcast time of the broadcast content.

103. (New) The handheld remote control device according to Claim 99, wherein the supplemental query is based on demographics of the recipient.

104. (New) The handheld remote control device according to Claim 97, wherein the channel control transmitter automatically transmits the channel control signal in response to a synchronization signal indicating the station channel upon which the broadcast content will be presented.

105. (New) The handheld remote control device according to Claim 97, wherein the broadcast content comprises an advertisement, and the selected portion of the broadcast content comprises a selected portion of the advertisement.

106. (New) The handheld remote control device according to Claim 97, wherein the broadcast content comprises a plurality of advertisements, and the selected portion of the broadcast content comprises a selected portion of at least one of the advertisement.

107. (New) A system for interacting with broadcast content that is broadcast from a one or more broadcast networks to a plurality of recipients, wherein the one or more broadcast

networks are at least one of a television network, cable television network, satellite television network, radio network, and satellite radio network, comprising:

a plurality of client computers each corresponding to a respective recipient of the plurality of recipients, each client computer comprising a client transmitter and a client receiver, the client transmitter operative to transmit a query about a selected portion of the broadcast content through a network separate from the one or more broadcast networks to a plurality of handheld remote controls, each handheld remote control operated by a respective one of the plurality of recipients, each handheld remote control also serving to transmit a channel control signal to tune one of the broadcast receivers to a station channel upon which the broadcast content is presented, the client receiver receiving a response to the query through the network separate from the one or more broadcast networks,

wherein each input response to the query sent by a recipient comprising a correct reply to the query verifies that the recipient has been exposed to at least the selected portion of the broadcast content.

108. (New) The system according to Claim 107, further comprising a data storage center, wherein the client computers communicate respective responses received from the plurality of handheld remote controls to the data storage center, determines whether the respective responses comprise a correct reply to the query, and awards a prize to at least one of the plurality of recipients that inputs a response comprising a correct reply to the query.



109. (New) The system according to Claim 107, wherein the query presented on a particular handheld remote control of the plurality of handheld remote controls is based on demographics of the particular recipient that is operating the handheld remote control.

110. (New) The system according to Claim 107, wherein the broadcast content comprises an advertisement, and the selected portion of the broadcast content comprises a selected portion of the advertisement.

111. (New) The system according to Claim 107, wherein the broadcast content comprises a plurality of advertisements, and the selected portion of the broadcast content comprises a selected portion of at least one of the advertisements.

112. (New) A method for interacting with broadcast advertising content using a handheld remote control device, comprising:

controlling operation of one or more devices that receive broadcast content from one or more broadcast network wherein the broadcasting content concerns a plurality of advertisements broadcast to a plurality of recipients and the one or more broadcast networks are at least one of a television network, cable television network, satellite television network, radio network, and satellite radio network;

receiving a query about a selected portion of at least one of the advertisements through a network separate from the one or more broadcast networks;

presenting the query to a recipient;

receiving a response to the query from the recipient;

transmitting the response to a client computer through the network separate from the one or more broadcast networks.

113. (New) The method according to Claim 112, further comprising:  
receiving a synchronization signal that includes a time that the broadcast content will be broadcast, wherein the query is received based on the synchronization signal.

114. (New) The method according to Claim 112, further comprising:  
receiving a synchronization signal that includes a time that the broadcast content will be broadcast, wherein the query is presented to the recipient based on the synchronization signal.

115. (New) The method according to Claim 112, wherein the client computer determines whether the response includes a correct reply to the query, and awards a prize to the recipient if the response included a correct reply to the query.

116. (New) The method according to Claim 112, further comprising:  
a receiver to a station channel upon which the broadcast content is presented.

117. (New) The method according to Claim 112, wherein the query is based on demographics of the particular recipient.

118. (New) A method for presenting a query corresponding to broadcast content, broadcast to a plurality of recipients via one or more broadcast networks, wherein the one or

more broadcast networks are at least one of a television network, cable television network, satellite television network, radio network, and satellite radio network, comprising:

causing the broadcast content to be presented to the recipients;

transmitting a query about a selected portion of the broadcast content from a client computer to an interactive handheld remote control of the particular recipient through a network separate from the one or more broadcast networks; and

causing the query to be presented to the particular recipient via the interactive handheld remote control.

119. (New) The method according to Claim 118, further comprising:

receiving the particular recipient's response to the query from the interactive handheld remote control through a network separate from the one or more broadcast networks at the client computer; and

communicating the response from the client computer to a data collection center.

120. (New) The method according to Claim 119, further comprising:

determining whether the response comprises a correct reply to the query; and

awarding a prize to one of the recipients that transmitted a response comprising a correct reply to the query.

121. (New) The method according to Claim 118, further comprising:

receiving a synchronization signal comprising a time that the broadcast content is broadcast, wherein the query is communicated based on the synchronization signal.

122. (New) The method according to Claim 118, further comprising:  
tuning, via the interactive handheld remote control, a receiver to a station channel upon which the broadcast content is presented.

123. (New) A handheld remote control device that tunes to a station channel in response to a remote signal from a client computer, the station channel broadcasting broadcast content from one or more broadcast networks, wherein the one or more broadcast networks are at least one of a television network, cable television network, satellite television network, radio network, and satellite radio network, comprising:

an interactive receiver that receives the broadcasting time and the station channel transmitted by the client computer through a network separate from the one or more broadcast networks;

a processor that generates a channel control signal comprising instructions to tune a broadcast receiver to the station channel; and

a channel control transmitter that transmits the channel control signal at a time corresponding to the transmitted broadcasting time, wherein the broadcast receiver shows the broadcast content on the station channel in response to the channel control signal.

124. (New) The handheld remote control device according to Claim 123, wherein the broadcast content comprises pre-selected content.

125. (New) The handheld remote control device according to Claim 123, wherein the broadcast content comprises one of advertising and breaking news.

126. (New) The handheld remote control device according to Claim 123, wherein the interactive receiver receives a query about a selected portion of the broadcast content, and the handheld remote control device further comprises:

a display that presents the received query;

a response keypad operative by a particular recipient of the plurality of recipients to input a response to the query; and

an interactive transmitter that transmits the input response to the client receiver through a network separate from the one or more broadcast networks,

wherein each response comprising a correct reply to the query verifies that the responding recipient has been exposed to at least the selected portion of the broadcast content.

127. (New) The handheld remote control device according to Claim 126, wherein a data storage center receives the response from the client computer, determines whether the response comprises a correct reply to the query, and awards a prize to at least one of the plurality of recipients that inputs a response that includes the correct reply to the query.

128. (New) The handheld remote control device according to Claim 126, wherein the display presents the query based on timing information.

129. (New) The handheld remote control device according to Claim 126, wherein the query presented is based on demographics of a particular recipient that is operating the handheld remote control device.

130. (New) The handheld remote control device according to Claim 126, wherein the broadcast content comprises an advertisement, and the selected portion of the broadcast content comprises a selected portion of the advertisement.

131. (New) The handheld remote control device according to Claim 126, wherein the broadcast content comprises a plurality of advertisements, and the selected portion of the broadcast content comprises a selected portion of at least one of the advertisements.

132. (New) A method for remotely tuning a broadcast receiver to receive broadcast content, the broadcast content being broadcast from one or more broadcast networks, wherein the one or more broadcast networks are at least one of a television network, cable television network, satellite television network, radio network, and satellite radio network, comprising:

communicating to a client computer a broadcasting time of the broadcast content and a station channel upon which the broadcast content will be presented;

transmitting the broadcasting time and the station channel from the client computer to a user's handheld remote control; through a network separate from the one or more broadcast networks, wherein the user's handheld remote control generates a control signal to tune the broadcast receiver to the station channel; at a time corresponding to the transmitted broadcasting time.

133. (New) The method according to Claim 132, wherein the broadcast content comprises pre-selected content.

134. (New) The method according to Claim 132, wherein the broadcast content comprises one of advertising and breaking news.

135. (New) The method according to Claim 132, further comprising:  
presenting the broadcast content to the recipients on the station channel;  
communicating a query about a selected portion of the broadcast content to the client computer;  
transmitting the query from the client computer to the handheld remote control;  
presenting the query on the handheld remote control;  
receiving a response to the query from the handheld remote control ~~to~~ at the client computer; and  
communicating the response from the client computer to a data collection center.

136. (New) The method according to Claim 135, further comprising:  
receiving a synchronization signal comprising a time of broadcasting the broadcast content, wherein the query is communicated based on the synchronization signal.

137. (New) The method according to Claim 135, further comprising:  
determining whether the response comprises a correct answer to the query; and

awarding a prize to a recipient that transmitted a response comprising a correct reply to the query.

138. (New) A method for capturing audience share information for broadcast content using handheld remote control devices, comprising:

broadcasting the broadcast content to a plurality of recipients via one or more broadcast network, the broadcast content comprising a content identification signal and the one or more broadcast networks are at least one of a television network, cable television network, satellite television network, radio network, and satellite radio network;

detecting presentation of the content identification signal via a handheld remote control device;

receiving an acknowledgement of detecting presentation of the content information signal from the handheld remote control device to a client computer through a network separate from the one or more broadcast networks; and

communicating the acknowledgement from the client computer to a data collection center for calculating the audience share based on the acknowledgement.

139. (New) The method according to Claim 138, further comprising:

transmitting a confirmation query from the client computer to the handheld remote control device through a network separate from the one or more broadcast networks;

determining whether a particular recipient submitted a response to the confirmation query via the handheld remote control device; and



confirming exposure of the particular recipient to the broadcast content based on a determination that the particular recipient submitted a response to the continuation query via the handheld remote control device.

140. (New) The method according to Claim 139, further comprising:

transmitting an immersion verification query about a selected portion of the broadcast content to the handheld remote control device through the network separate from the one or more broadcast networks;

receiving an immersion verification query response from the handheld remote control device at the client computer through the network separate from the one or more broadcast networks; and

communicating the immersion verification query response from the client computer to the data collection center.

141. (New) The method according to Claim 140, further comprising:

determining whether the immersion verification query response comprises a correct reply to the immersion verification query; and

awarding a prize to a recipient that transmitted an immersion verification query response comprising a correct reply to the immersion verification query.

142. (New) The method according to Claim 140, further comprising:

remotely tuning, via the handheld remote control device, a receiver to a station channel upon which the content identification signal is presented through the network separate from the one or more broadcast networks.